



## **International Trade on the Other Side of a Recession**

### **FITT Conference 2010**

Morning Panel:

Ottawa, Ontario, Canada

June 3, 2010



The best beef from Argentina processed with the technology from an American company that **Interpoc** brought into Argentina and Brazil.

The best beef in the world sold in supermarkets in North America and Exported to the European Union from South America.

Interpoc breeds export opportunities between Manitoba businesses and hundreds of companies throughout Latin America.

Proven track record of success in strategic planning and facilitation:

- Headquartered in Winnipeg, Manitoba, Canada
- Offices and partnerships in Mexico, Brazil, and Argentina
- Hands-on international project management and implementation
- Successful strategies for international export and business development
- Detailed market research and evaluation



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Resources  
Reputation  
Results

Interpoc. Bringing The Americas Together for Business





## International Trade: **Other Side** of a **Recession**

*So, let's discuss NAFTA...*

*Here are the two NAFTA partners we  
have not yet named:*





## Canada's top trading partners - Y2008

**Canada's Top 10 Export Markets  
by Country, 2008**

Country	% Share of Total Exports
United States	77.7
United Kingdom	2.7
Japan	2.3
China	2.2
Mexico	1.2
Germany	0.9
Netherlands	0.8
South Korea	0.8
Belgium	0.7
France	0.7
<b>Total of Top 10</b>	<b>90.0</b>

**Canada's Top 10 Import Markets  
by Country, 2008**

Country	% Share of Total Imports
United States	52.4
China	9.8
Mexico	4.1
Japan	3.5
Germany	2.9
United Kingdom	2.9
Algeria	1.8
France	1.4
Norway	1.4
South Korea	1.4
<b>Total of Top 10</b>	<b>81.6</b>



## Protectionism

**Brazil**

**Emerging economies**

**China**

**Anti-trust practices**





## Industry Comments on the Draft Notice Launching the National Indigenous Innovation Product Accreditation Work for 2010 -- May 10, 2010

- ...We also urge China to proceed with an ongoing dialogue with stakeholders on best policies and practices that promote innovation and do not discriminate against foreign firms' investments in and exports to the Chinese market. In that regard, as an essential first step, the Chinese government should undertake an immediate review of **all innovation policies to ensure they do not discriminate between foreign and domestic suppliers and achieve the goal of the opening China's market** wider to foreign investment and exports promised by President Hu and Premier Wen.







Protectionism

US

Buy American provisions







## OVERVIEW: COMPETITIVENESS AND RAKING - 2009

	BRAZIL	MEXICO	CANADA	UNITED STATES
POPULATION	199M (5)	111M (11)	33M (37)	307M (3)
MEDIAN	28.6 Y	26.0 Y	40.4 Y	36.7 Y
LAND LINES	41.0M (6)	20.5M (14)	18.0M (17)	150M (2)
CELL LINES	150M (5)	75M (14)	21M (37)	270M (3)
AIRPORTS	4,000 (2)	1,744 (3)	1,380 (4)	16,000 (1)
RAILWAYS	29K-KM (10)	17K-KM (16)	46K-KM (5)	226K-KM (1)
ROADWAYS	1,750M (4)	357K (19)	1,040M (6)	6,500M (1)
WATERWAYS	50K-KM (3)	2,900KM (34)	636 KM (78)	41K-KM (4)
MERCHANT MARINE	136 (45)	55 (67)	175 (38)	422 (24)



## BRAZIL: REALITY CHECK

### Threats and challenges

*National / protectionist practices and legislation*

*High import tariffs and duties*

*Intellectual property: The eternal battle between legislation and enforcement*

*Manufacturing costs and outsourcing: for how long?*



**BRAZIL: REALITY CHECK**

# The Brazil Competitiveness Report 2009



Intelligence for your global business

**HR**







## MARKETING: LABOUR, FEES, ENGAGEMENT, AND SOCIETY





La constante demanda del sector minero en Perú ha evolucionado incorporando procesos más avanzados en la minería actual.

Las soluciones de tecnología de manufactura de avanzada y prácticas en Norteamérica han sido exitosamente presentadas por **Interpoc** en los sectores de minería, metal mecánica y manufactura de equipamiento original en Las Américas.

Negocios exitosos garantizados con facilitación comercial en toda América Latina:

- Oficinas centrales en Winnipeg, Manitoba, Canadá
- Oficinas y alianzas en México, Brasil, y Argentina
- Estrategias de Desarrollo de Negocios Internacionales
- Planificación de estrategias para el crecimiento empresarial

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Interpoc. Uniendo Las Américas en negocios

Interpoc. International Point of Commerce Inc.

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The increased demand in the mining sector in Peru has evolved from basic mining practices to more advanced manufacturing mining processes.

North American advanced manufacturing solutions are deployed in the Mining, Metal Mechanics, and Original Equipment Manufacturing sector throughout The Americas.

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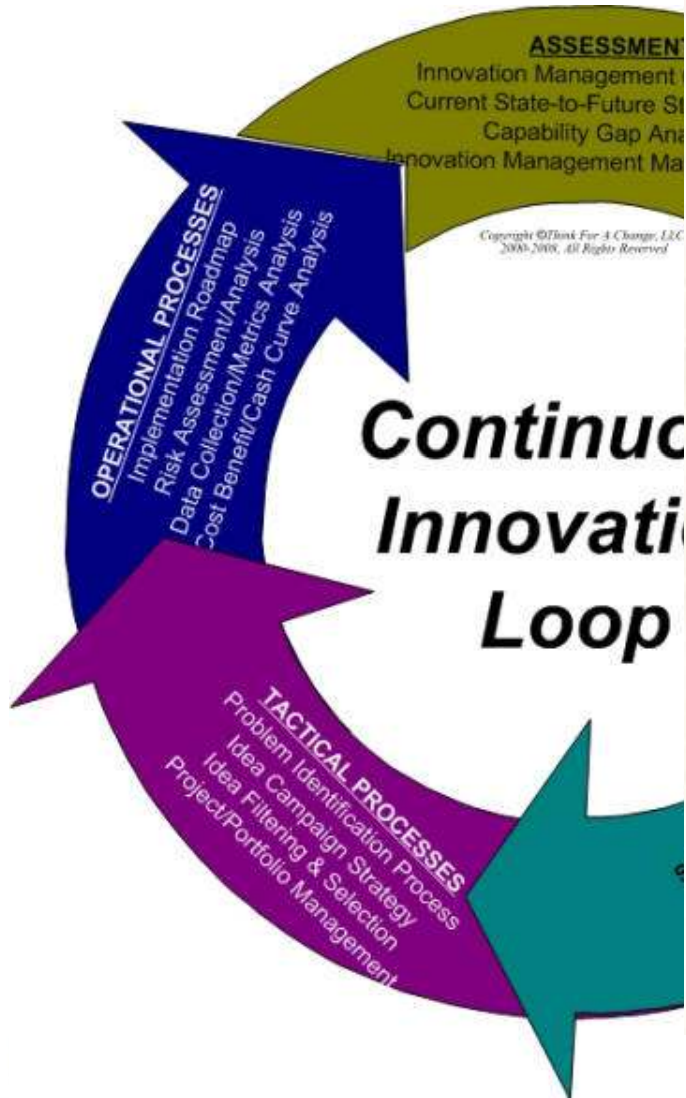
## VISAS – Business needs and government restrictions







Do as I say, not as I do...





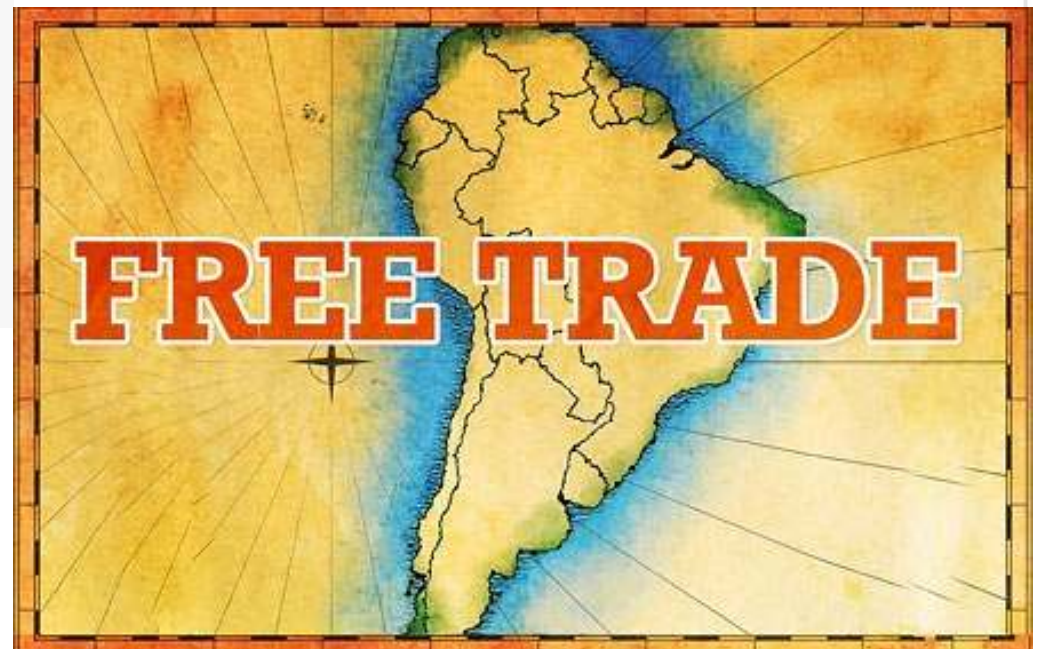
If not now, *when?*

If not all of us, *who?*





## Success stories > Sustained approach





# ISRAEL: Expo Shanghai – 2010, <http://en.expo2010.cn/>







## PANAMA: AN UP AND COMING REALITY

**A Service from Asia to the U.S. East Coast Represents  
104 Yearly Transits (NYX Service)**



**Impact on the Canal**  
Yearly transits: 104

**Frequency 7 days**  
8 vessels - Average 4,320 TEUs

This map illustrates a typical containership service in the Asia to the U.S. East Coast route using the Panama Canal. For each weekly service in this route 8 vessels in rotation are deployed, which results in 104 annual transits and approximately B/.15 millions in yearly transit fees.



## Economic Corridors in North America - current



- Asia-Pacific Gateway
- Mid-Continent
- Canamex
- Easter Seaboard
- Ontario-Quebec
- Quebec-New York
- Quebec-New England
- Pacific
- Central America





## **Where are we going with this approach?**

### **An Integrated block:**

People, goods/services and information

### **Setting new boundaries:**

Newly defined markets and regions

### **Establishing new economies:**

Globalization ; integration ; and  
new economic enterprises



## THE OPPORTUNITY

- **Establish** the transportation and make a business mission statement to position the corridor and as a **global transportation and business development hub**.
- Build on **Free Trade Agreements** and **international consortia** as key market entry strategies around the globe.
- **Build** more efficient facilities to improve **freight and environmental impacts**.
- **Consolidate** logistics resources – people – content – knowledge into an **integrated hub** within our companies.



## PANAMA: AN UP AND COMING REALITY



The expansion of the Canal through the third set of locks will ensure the continuous development and growth of the dynamic Canal related services cluster giving Panama the opportunity to fully realize the benefits of its geographic position.



## MARKETING: PERSONAL SELLING, MARKETING OF SERVICES

- + Home
- + About Us
- + Our Services
- + News Releases
- + Business Links
- + Contact Us ⋮



### + Contact Us

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### ***What is InterPOC?***

*INTERPOC is an international resource management organization that supports those companies interested in developing or enhancing global market penetration strategies.*

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**Gustavo Zentner is recipient of Canada's First,  
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